

CLAIMS

1. A method of enhancing the creaminess of a food composition comprising a dairy product or derivative of analogue thereof, the method comprising adding to the composition, a creaminess enhancer comprising at least one compound selected from one or more of phytosterols, phytostanols, synthetic analogues thereof and esterified derivatives of any of the foregoing as a creaminess enhancer.

2. The method of claim 1, wherein the dairy product or its analogue or derivative comprises milk, milk of reduced fat content, yoghurt, yoghurt drinks, yoghurt ice creams, creams (such as whipping cream, cooking cream, spoonable creams, pourable cream, coffee creamer); cream cheese, fresh cheese, creme fraiche, Kefir, Umer, quark, soured milk (karne milk), fromage frais, fromage blanc, cottage cheese, buttermilk and whey and products made from buttermilk or whey.

3. The method of claim 1, comprising from 0.1% to 20%, preferably from 0.3% to 15%, more preferably from 0.5 to 8%, most preferably from 0.5% to 2% by weight of the total composition of the creaminess enhancer.

4. The method of claim 1, wherein the food composition further comprises an emulsifier.

5. The method of claim 4, comprising from 0.001 to 0.5%, preferably from 0.01% to 0.3% by weight of the total composition of the emulsifier.

6. A food composition comprising a dairy product or derivative or analogue thereof, from 0.001 to 0.5%, preferably from 0.01% to 0.3% by weight of emulsifier, and a creaminess enhancer selected from one or more of

phytosterols, phytostanols, synthetic analogues thereof and their esterified derivatives, wherein the dairy product or its analogue or derivative is selected from yoghurt, yoghurt drinks, yoghurt ice creams, creams (such as whipping cream, cooking cream, spoonable creams, pourable cream, coffee creamer);

- 5 cream cheese, fresh cheese, creme fraiche, Kefir, Umer, quark, soured milk (karne milk), fromage frais, fromage blanc, cottage cheese, buttermilk and whey and products made from buttermilk or whey.

7. The composition of claim 6, comprising from 0.1% to 20%, preferably

- 10 from 0.3% to 15%, more preferably from 0.5 to 8%, most preferably from 0.5% to 2% by weight of the total composition of the creaminess enhancer.

8. A milk drink composition comprising a creaminess enhancer selected from one or more of phytosterols, phytostanols, synthetic analogues thereof and 15 the esterified derivatives of any of the foregoing, provided that the creaminess enhancer comprises at least one compound other than a stanol ester.

9. A yoghurt drink composition comprising a creaminess enhancer selected from one or more of phytosterols, phytostanols, synthetic analogues thereof and

- 20 the esterified derivatives of any of the foregoing.

10. A yoghurt composition comprising a creaminess enhancer selected from one or more of phytosterols, phytostanols, synthetic analogues thereof and the esterified derivatives of any of the foregoing, and from 0.1% to 20% by weight of

- 25 a flavouring agent.